

In the Claims:

Please cancel Claim 1.

Please insert the following new claims:

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13. A postage printing system, comprising:
- a registration wall;
 - a transport device for feeding an envelope having a plurality of lateral edges in a path of travel through the postage printing system where one of the plurality of lateral edges is aligned with the registration wall;
 - a printer capable of printing a postal indicia and an ad slogan on the envelope, the printer being located in proximity to the path of travel so as to define a print position;
 - a control system in operative communication with the transport device and the printer, the control system for:
 - obtaining an indication from an operator of a selected print location for the ad slogan; and
 - determining if the postal indicia and the ad slogan may be printed in a single pass of the envelope through the print position of the postage printing system.
14. The postage printing system of claim 13, wherein:
- if the control system determines that the postal indicia and the ad slogan cannot be printed in a single pass through the postage printing system, then the postal indicia is printed in one pass through the postage printing system and the ad slogan is printed in another pass through the postage printing system.
15. The postage printing system of claim 14, wherein:

before the another pass through the postage printing system, the control system provides the operator with an indication of an anticipated orientation of feeding the envelope through the postage printing system based upon the selected print location.

16. The postage printing system of claim 15, further comprising:
a scanner for detecting a distinguishing characteristic of the envelope; and
wherein:
during the another pass, the control system is further for:
 using the distinguishing characteristic to determine a fed orientation of
 the envelope;
 comparing the fed orientation with the anticipated orientation; and
 bypassing printing of the ad slogan if the fed orientation and the
 anticipated orientation do not correspond.
17. The postage printing system of claim 16, wherein:
the one pass occurs prior to the another pass; and
the distinguishing characteristic of the envelope is the postal indicia.
18. The postage printing system of claim 17, wherein:
the postal indicia is printed along a top edge of the envelope; and
if the selected print location is along a bottom edge of the envelope, then the
 control system prints the ad slogan upside down so that the postal indicia
 and the ad slogan both read right side up when the envelope is viewed
 properly.
19. The postage printing system of claim 14, further comprising:
a scanner for detecting a distinguishing characteristic of the envelope; and
wherein:
during the another pass, the control system is further for:

using the distinguishing characteristic to determine a fed orientation of the envelope;
comparing the fed orientation with an anticipated orientation; and
bypassing printing of the ad slogan if the fed orientation and the anticipated orientation do not correspond.

20. The postage printing system of claim 19, wherein:
the one pass occurs prior to the another pass; and
the distinguishing characteristic of the envelope is the postal indicia.
21. A postage printing system, comprising:
a registration wall;
a transport device for feeding an envelope having a plurality of lateral edges in a path of travel through the postage printing system where one of the plurality of lateral edges is aligned with the registration wall;
a printer capable of printing a postal indicia and an ad slogan on the envelope, the printer being located in proximity to the path of travel so as to define a print position;
a control system in operative communication with the transport device and the printer, the control system for:
causing the postal indicia to be printed in one pass through the postage printing system and the ad slogan to be printed in another pass through the postage printing system; and
before the another pass through the postage printing system, providing the operator with an indication of an anticipated orientation of feeding the envelope through the postage printing system based upon a selected print location.
22. The postage printing system of claim 21, further comprising:
a scanner for detecting a distinguishing characteristic of the envelope; and
wherein:

during the another pass, the control system is further for:

using the distinguishing characteristic to determine a fed orientation of the envelope;

comparing the fed orientation with the anticipated orientation; and

bypassing printing of the ad slogan if the fed orientation and the anticipated orientation do not correspond.

23. The postage printing system of claim 22, wherein:
the one pass occurs prior to the another pass; and
the distinguishing characteristic of the envelope is the postal indicia.
24. The postage printing system of claim 23, wherein:
the postal indicia is printed along a top edge of the envelope; and
if the selected print location is along a bottom edge of the envelope, then the control system prints the ad slogan upside down so that the postal indicia and the ad slogan both read right side up when the envelope is viewed properly.
25. A method of operating a postage printing system, the method comprising the step(s) of:
feeding an envelope having a plurality of lateral edges in a path of travel through the postage printing system and along a registration wall where one of the plurality of lateral edges is aligned with the registration wall;
defining a print position where a postal indicia and an ad slogan may be printed on the envelope;
obtaining an indication from an operator of a selected print location for the ad slogan; and
determining if the postal indicia and the ad slogan may be printed in a single pass through the print position of the postage printing system.
26. The method of claim 25, wherein:

if the postal indicia and the ad slogan cannot be printed in a single pass through the postage printing system, then the postal indicia is printed in one pass through the postage printing system and the ad slogan is printed in another pass through the postage printing system.

27. The method of claim 26, further comprising the step(s) of:
before the another pass through the postage printing system, providing the operator with an indication of an anticipated orientation of feeding the envelope through the postage printing system based upon the selected print location.
28. The method of claim 27, further comprising the step(s) of:
detecting a distinguishing characteristic of the envelope; and
during the another pass:
determining a fed orientation of the envelope based on detecting the distinguishing characteristic;
comparing the fed orientation with the anticipated orientation; and
bypassing printing of the ad slogan if the fed orientation and the anticipated orientation do not correspond.
29. The method of claim 28, wherein:
the one pass occurs prior to the another pass; and
the distinguishing characteristic of the envelope is the postal indicia.
30. The method of claim 29, wherein:
the postal indicia is printed along a top edge of the envelope; and
further comprising the step(s) of:
if the selected print location is along a bottom edge of the envelope, printing the ad slogan upside down so that the postal indicia and the ad slogan both read right side up when the envelope is viewed properly.

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31. The method of claim 26, further comprising the step(s) of:
detecting a distinguishing characteristic of the envelope; and
during the another pass:
determining a fed orientation of the envelope based on detecting the
distinguishing characteristic;
comparing the fed orientation with an anticipated orientation; and
bypassing printing of the ad slogan if the fed orientation and the
anticipated orientation do not correspond.
32. The method of claim 31, wherein:
the one pass occurs prior to the another pass; and
the distinguishing characteristic of the envelope is the postal indicia.
33. The method of claim 32, wherein:
the postal indicia is printed along a top edge of the envelope; and
further comprising the step(s) of:
if the selected print location is along a bottom edge of the envelope, printing
the ad slogan upside down so that the postal indicia and the ad slogan
both read right side up when the envelope is viewed properly.
34. A method of operating a postage printing system, the method comprising the
step(s) of:
feeding an envelope having a plurality of lateral edges in a path of travel
through the postage printing system and along a registration wall where
one of the plurality of lateral edges is aligned with the registration wall;
defining a print position where a postal indicia and an ad slogan may be
printed on the envelope;
causing the postal indicia to be printed in one pass through the postage
printing system and the ad slogan to be printed in another pass
through the postage printing system; and

before the another pass through the postage printing system, providing the operator with an indication of an anticipated orientation of feeding the envelope through the postage printing system based upon a selected print location.

35. The method of claim 34, further comprising the step(s) of:
detecting a distinguishing characteristic of the envelope; and
during the another pass:
determining a fed orientation of the envelope based on detecting the distinguishing characteristic;
comparing the fed orientation with the anticipated orientation; and
bypassing printing of the ad slogan if the fed orientation and the anticipated orientation do not correspond.
36. The method of claim 35, wherein:
the one pass occurs prior to the another pass; and
the distinguishing characteristic of the envelope is the postal indicia.
37. The method of claim 36, wherein:
the postal indicia is printed along a top edge of the envelope; and
further comprising the step(s) of:
if the selected print location is along a bottom edge of the envelope, printing the ad slogan upside down so that the postal indicia and the ad slogan both read right side up when the envelope is viewed properly.